BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism
Unit number and title	**6: Specialist Tourism**
Learning aim	B: Explore the scale, scope and growth of specialist tourism
Assignment title	The Growth of Specialist Tourism
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You work as a trainee travel consultant in an independent travel agency in your local area. Your manager is delighted with your recent report on specialist tourism and would like you to share your knowledge with your colleagues. She has asked you to produce a booklet exploring the scale, scope and growth of specialist tourism. The booklet will be distributed to members of staff to improve their understanding of specialist tourism. Your manager will be expecting to see a high quality, accurate and well-structured booklet.

Task 1	In your booklet, you must: ● explain demographic trends in specialist tourism and the role of media and review sites in contributing to the development of specialist tourism ● assess the development of one area of specialist tourism, making clear references to demographic trends, the role of media and review sites and two key destinations contributing to its growth ● evaluate the importance of demographic trends, the influence of the media and review sites and two key

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	destinations in the growth of one area of specialist tourism. Your booklet must include data and other supporting evidence to illustrate and support your work, explaining their relevance and inclusion.
Checklist of evidence required	Booklet
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
Unit 6/B.P3	Explain demographic trends in specialist tourism and the role of media and review sites in the development of specialist tourism
Unit 6/B.P4	Identify two key destinations for one area of specialist tourism.
Unit 6/B.M2	Assess the development of one area of specialist tourism, referring to demographic trends, the role of media and review sites and key destinations.
Unit 6/B.D2	Evaluate the importance of demographic trends, media and review sites and key destinations in the growth of specialist tourism.
Sources of information to support you with this Assignment	**Books** *World Travel Atlas (11th edition*) Columbus Travel Publishing *Tourist Attractions and Events of the World (3rd edition)* Columbus World Publishing Dale, G. (2018) *Pearson BTEC National Travel and Tourism Student Book.* Harlow: Pearson **Websites** www.aito.com www.worldtravelguide.net www.abta.com www.theuniquetraveller.com www.visitbritain.org www.ons.gov.uk www.tripadvisor.co.uk www.holidaywatchdog.com
Other assessment materials attached to this Assignment Brief	n/a

Note to assessor:

Scenario	The scenario can be contextualised to meet local needs